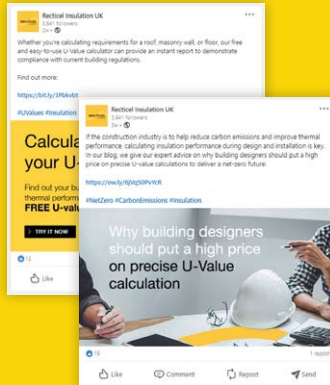
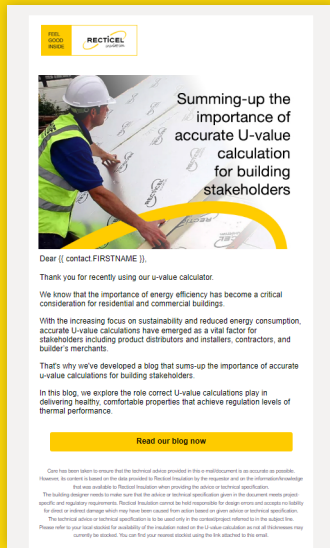
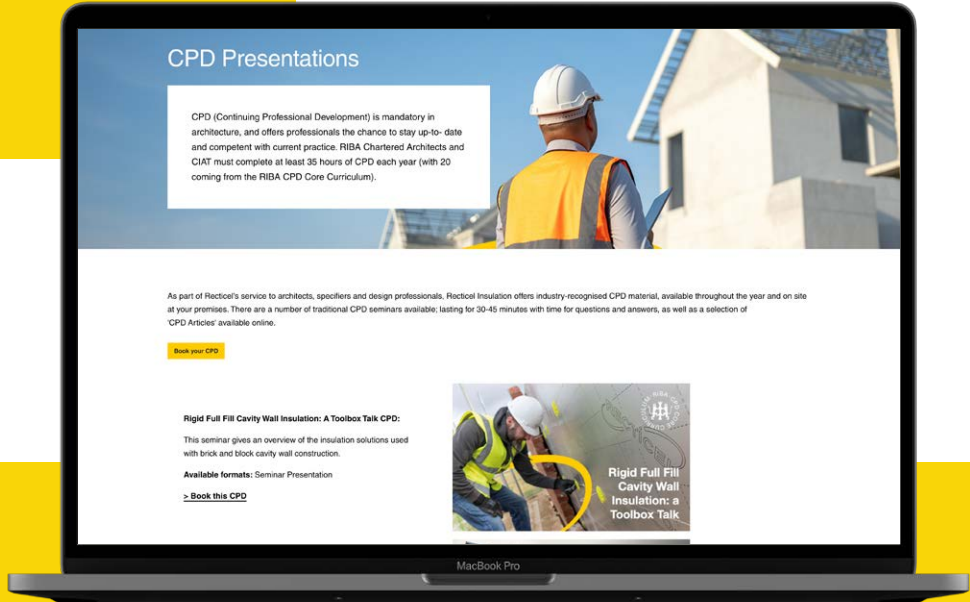


Construction Marketing Awards 2023

Best Low Budget Campaign

FEEL GOOD INSIDE



Campaign statistics

Recticel Insulation, aiming to attract a targeted audience to its online U-Value Calculator, required a campaign that generated leads and resulted in increased product sales.



47% clicks on Paid LinkedIn Ads



43% total open rate of email campaign



31% increase in U-Value calculations



33 total CPD sign-ups



18% CTR on PPC